

1969-1970 Funding for film, television and multimedia by other programs

The listings under each program area are selected from the NYSCA final report. We have not included projects where it was not clear that media was integrated into the project, or where media was used as an informational or documentary technique or a transmission medium for another art form. Some of the descriptions have been excerpted, indicated by brackets, if the supported activities were not media-related.

Financial Research

“The initial emphasis of the program is the search for foundation, corporation, federal, and individual contributions for specific selected groups.” [excerpted]
Constance Eiseman

Young Filmmakers Foundation

Ghetto Arts Program

The Ghetto Arts Program provides artists in ghetto communities with the opportunity to develop their talents and present their work, and acts generally to encourage activities that relate art to the everyday life of the ghetto. It aims at involving in its work professional minority artists who recognize a stake in the communities in which they themselves developed and in which they continue to live.

In its second year the Ghetto Arts Program has placed new emphasis on upstate communities and on programs that operate in fall and winter as well as in the summer months. The organizations and activities it supported in 1969-70 were based in greater New York City excepting as noted.

Donald Harper and Barbara Lawrence

Summer on Wheels, Inc. In its second year of activity this program directed by Chris White continued to provide free performances of relevant theatrical material to ghetto residents throughout the State. In addition, it offered planning and consultative services to communities in which interest and enthusiasm for the arts exists but access to trained professionals does not. The summer touring program was developed on the basis of surveys to determine where Summer on Wheels could participate most effectively in community programs developed to meet the specific needs of the local population. Performances and workshops were given in Bronxville, Greenburgh, Mamaroneck, Mount Vernon, New Rochelle, Ossining, Peekskill, Port Chester, Rochester, Roosevelt, Tarrytown, White Plains, and Yonkers. Touring units included the Afro-American Folkloric Troupe, Al Fann Theatrical Ensemble, Alvin Ailey American Dance Theater, Movements Black, Movie Bus, Pickwick Puppet Theatre, Soul and Latin Theater, Sounds Unlimited, and Young Filmmakers Foundation. A total of seventy-eight performances and seventy-two workshops were presented by these groups before audiences estimated at 50,000 during the months of July and August 1969. The Council's grant covered administrative expenses and contributed to programming.

Performing Arts - Touring Program

“Local sponsors presented 21 dance performances by 12 different companies in 1969-70 with Council assistance of \$ 6,775. Total artist fees for these Council-supported attractions amounted to \$ 33,360.” [excerpted]

Doris Luhrs

Dance - Media Improvisations with Margaret Beals, for the community of New York City. Dance performance by company.

Performing Arts - Festival Program

New York State probably has a greater range of festivals than any other state in the country, and a visitor can seek out a festival of rock music, rural folk craft, contemporary American jazz or street theatre at almost any time. In its second year the Council's Festival Program has continued to provide assistance with the special problems festivals face because of lack of permanent staff and shortness of season. An attempt has been made to aid festivals that represent outstanding artistic excellence and strong community involvement.

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Phillip Hyde

Phyllis Yampolsky – A Council grant enabled this well-known environmental artist to create and maintain a project called A Portrait of Ten Towns. The communities participating in the program (Selected in consultation with the New York State Division for Youth are Angelica, Lockport, Malone, Hoosick Falls, Newark, Norwich, Newburgh, Riverhead and (in New York City) Harlem and the Lower East Side. Using a multimedia information exchange system called the Feedback System, Miss Yampolsky encourages the teen-agers in each community to express feelings about their surroundings. Unused space (vacant stores and storage areas) donated by local government, civic clubs, and interested individuals for teen-age activity centers has been cleaned and manned by the teen-agers. These serve as clearing houses for Feedback Information and as centers for artistic activities (filmmaking, theatrical presentation's, rock music concerts, outdoor wall painting, street festivals) and social activities (meetings, discussions with community leaders, dances). Feedback data and reports on activity in the centers appear periodically in a project newspaper published in New York City.

Visual Arts - Museum Aid

Museum of Modern Art – Renewed aid for three interns in the film and photography departments and the library.

Rochester Museum and Science Center – Staff supplementation with an assistant curator of history (second and third year) and with a curator of technology (second year).

Visual Arts - Traveling Exhibitions

Projected Art Films by pioneer filmmakers organized by Finch College Museum of Art. Exhibited in Alfred, Binghamton, Blue Mountain Lake, Bronx, Glens Falls, Ithaca, Johnstown, Loudonville, Rochester, Syracuse, Troy, White Plains

Technical Assistance

From its inception Technical Assistance has served as a clear expression of a basic Council intention — to help but not to subsidize or shape the efforts of communities and local groups. In this tenth year of activity over 170 regional projects were pursued with help from the Technical Assistance program. The applicants included a puppet theatre that sought help with fund raising, an opera company that wanted improved stage directing, a black arts festival that needed program planning, an archeological excavation that wanted to film its activities, an urban renewal agency troubled with evaluation of historic buildings, and a group of architectural historians puzzled by the composition of old mortar. They were situated in over ninety communities throughout New York State. They received advice and counsel from over 200 specialist consultants.

In most cases the Council locates an appropriate consultant who arranges to visit the applicant for Technical Assistance for up to three days. In some, a member of the Council staff will visit the applicant to determine the kind of expertise required. When the solution to a problem seems best entrusted to a member of the applicant's staff. Technical Assistance may provide funds to free him from other duties.

The continuing need for the Council's Technical Assistance program is evident from the number of letters requesting authoritative advice on an ever-widening variety of performing and visual arts questions.

Rudolph Nashan

Opera Today – mounting of exhibit of mixed media presentation

Scarsdale High School – setting up film course for curriculum

Everson Museum – planning program of film festival

Program Development

A constant flow of requests for assistance provides the Council with a unique opportunity to identify recurrent and emerging needs of the arts community. Since its inception in 1967, Program Development has focused on exploring and satisfying these needs.

In 1969-70 Program Development has concentrated on four major projects. Arts of Involvement. Prisons and the Arts. Dial-A-Poem, and Floating Galleries.

Arts of Involvement: If the arts really are for the “many and not for the few” a large segment of the American public has yet to be touched by them. The Council is seeking to determine if the arts can help alleviate the sense of individual and community isolation in the unfocused fringes of big metropolitan centers as well as remote rural villages. Crafts that generate pride in the tangible products of one’s own making hold some prospect for relieving the anonymity of a mass production economy. The use of television as an instrument of involvement in activities as commonplace yet satisfying as

cooking and gardening as well as more traditional art forms is being investigated. Funds requested by the Council from the Legislature in 1970 would permit the initiation of a separate experimental arts program based on such exploration. [excerpted]

Kenneth Dewey

Thais Lathem, producer of the Electric Ear electronic music series at Electric Circus, to undertake development of a multimedia music center in Brooklyn, with ties to the Brooklyn Academy of Music.

Elaine Summers, of the Experimental Intermedia Foundation, to explore the aesthetics of sports and demonstrate aesthetic utilization of non-artistic environments by creating a “total environment” or structured performance, using the techniques of intermedia in the gymnasium of C.W. Post College on Long Island.

Publications

Descriptive booklets on Council Programs: *The Film* and *Speaking About the Film*